Travelport
Redefining travel commerce

Garnering insightful data to make the most informed decision

Airlines are seeking point-of-sale (POS) information that captures the actual performance of their airlines, plus that of their competitors and travel agency partners. As one of the global travel industry's leading providers of airline data intelligence, processing and analysis, Travelport is delivering these tools to help your airline make informed business and planning decisions and rise above the competition.

Providing the flexibility you need to choose the data you want

Travelport data sets include a variety of data sources, including Marketing Information Data Tapes (MIDT), Quality of Service Index (QSI) data, Aggregated Ticket Control Number (ATCN), Illuminate, and others. You can select and pay only for the data you need.

– Use detailed POS information from Travelport Apollo, Travelport Galileo and Travelport Worldspan for competitive airline sales, revenue management and marketing

– Establish performance benchmarks and business goals by discovering which airlines are getting more than their fair share of the region

– Set pricing initiatives based on the average fare for any city pair

– Understand the full potential of each origin and destination (O&D) market irrespective of distribution channel

Cost-saving reductions plus revenue opportunities

One of the most timely and comprehensive competitive data sources available to airlines is Travelport's MIDT. Factual intelligence gives you critical vision to recognize trends, capture revenue opportunities, respond fast to time-sensitive challenges and analyze traveler behavior.

– Analyze booking transactions on all participating carriers generated by IATA and non-IATA agencies connected to each Travelport system

– Understand your customers' needs, preferences and travel behaviors

– Help your sales organization set real-world targets

Offering services to drive your decision support systems

– Satisfy unique requirements with customizable processing and reporting

– Boost revenues with intelligence for tactical schedule, network and sales planning

– Maximize relationships using tools that analyze network and distribution partners

– Plan smarter with booking and POS data from global distribution systems (GDSs) worldwide

Use solid benchmarks to monitor, boost and measure performance

QSI data identifies your fair share of O&D pairs and compares against your actual share based on specific quality of service factors.

— See how you're really performing compared to how you perceived your performance
— Identify under-performing and weak O&D airport pairs
— Establish informed agency and corporate incentives

Screen average fare data to set the most competitive pricing

ATCN determines average fares charged by airlines and their competitors for points-of-sale by country – right down to cabin level. Access to this data helps you more strategically manage yield and price setting.

— Make pricing decisions based on unbiased comparison of average airline fares
— Estimate potential revenue losses from not meeting projected share
— Focus on O&D pairs offering the best revenue opportunities, and monitor those representing potential revenue loss

Turning complex raw data into revealing information

Travelport's processing service transforms MIDT, QSI, ATCN and revenue data into valuable, manageable data elements that bring analytical value to your airline.

Travelport Galaxy can format data based on your airline's specific rules and requirements, to deliver accurate, timely industry data. The sevice processes and consolidates data from major GDSs globally – daily, weekly or monthly. It integrates flexible output formats with internal and/or external data applications, and provides customized processing to fit your needs by applying your own O&D rules and logic.

Travelport Business Intelligence gives your entire organization access to competitive information in a single data source. Reduce delays in distributing competitive information across your airline using a powerful mix of MIDT, QSI and ATCN data to support broad-spectrum decision-making; and get a comprehensive view of the competitive landscape through flexible reports.

Travelport Airline Insight, which takes advantage of our patented Alchemy query engine, is used by leading global airlines to provide a consistent industry view across key revenue generating departments — Sales, Revenue Management and Network Planning. Designed on a foundation of industry experience, Airline Insight efficiently and effectively provides users with the key business insights they need to drive performance in minimum time. The carefully designed communications capabilities allow for effortless distribution of uniformly formatted but individually formed reports to your sales representatives and flight analysts. This ensures they have the information they need to succeed quickly and clearly, providing a competitive edge in their arena. Airline Insight also includes cutting-edge "design-your-own" ad-hoc reporting capabilities to ensure that analysts can get the details they need in the format they want.

Travelport Clarity, designed for regional carriers, analyzes consolidated data from major GDSs for specific city pairs, analyzes competitive strengths and weaknesses, and highlights highest revenue potential. This tool provides processed MIDT data bundled into an affordable, subscription-based package.

Travelport Discover takes advantage of technology advances to deliver a powerful solution for airline networks, allowing you to model different schedule scenarios in minutes; perform route-level revenue analysis; examine traffic flow segment contributions; and scrutinize the strengths and weaknesses of your competitors' schedules to develop more effective partnership and codeshare strategies.

Travelport Illuminate is a modeled data set that provides insight into the total size and dynamics of the air travel market irrespective of the distribution channel involved. It allows you to complement the detailed understanding of the GDS segment as reported through MIDT, with a picture of the total demand for air travel between point A and point B. Illuminate is detailed by period, day of week, airline, segment, O&D, routing and more.

Scalable data analysis tools that fit your needs

— Perform analysis based on your size, city pairs, budget and business requirements
— Gain clear insights into the performance your airline, your competitors and partners, and receive detailed reports highlighting your top revenue opportunities
— Incorporate internal and industry data sources into one configurable interface
— Validate impact when flight and schedule changes are made to any airline's network
— Deliver consistent data throughout your organization

Uncovering opportunities with easy-to-use data analysis tools

Travelport data analysis tools enhance decisions made by sales, marketing and network planning. With these tools, airlines regain missed revenue opportunities, respond effectively to industry change, minimize operating costs and increase profits.

Growing your business with the highest level of intelligence

For more information about Travelport's data intelligence, processing and analysis tools, contact your Travelport representative or email: airline.marketing@travelport.com

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